

## CONTRACT



KVVU TV  
25-TV 5 Drive  
Henderson, NV 89014  
(702)435-5555

<u>Contract / Revision</u> 489570 /		<u>Alt Order #</u> 06266607
<u>Product</u> OBAMA 4 AMERICA		
<u>Contract Dates</u> 10/23/12 - 10/29/12		<u>Estimate #</u> 1537
<u>Advertiser</u> Obama For America		<u>Original Date / Revision</u> 10/23/12 / 10/23/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KVVU	<u>Account Executive</u> Teresa Difuria	<u>Sales Office</u> TELEREP-PHIL
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

And:

Greer Margolis Mitchell Burns, Inc (GMMB)  
3050 K St NW  
Washington, DC 20007

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 24	KVVU	10/27/12	10/27/12	Numb3rs	Sa 4-5p		:30			NM	2	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/22/12	10/28/12	-----1-				1	\$100.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	KVVU	10/22/12-10/28/12	Numb3rs	Sa 4-5p	-----Sa--	:30		\$100.00	NM		
		See MG 24.2,24.3										
	2	KVVU	10/27/12-10/27/12	Masterchef	Sat 11p-12a	-----Sa--	:30		\$300.00	NM		
	Ⓜ	MG for 25.1,24.1										
	3	KVVU	10/26/12-10/26/12	Extra	M-F 1:05-1:35am	-----F----	:30		\$75.00	NM		
	Ⓜ	MG for 25.1,24.1										
N 25	KVVU	10/27/12	10/27/12	TMZ Weekend	Sa 7-8p		:30			NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/22/12	10/28/12	-----1-				1	\$275.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	KVVU	10/22/12-10/28/12	TMZ Weekend	Sa 7-8p	-----Sa--	:30		\$275.00	NM		
		See MG 24.2,24.3										
E 29	KVVU	10/24/12	10/24/12	The X Factor	The X Factor		:30			NM	1	\$5,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/22/12	10/28/12	--1----				1	\$5,550.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	KVVU	10/22/12-10/28/12	The X Factor	The X Factor	---W-----	:30		\$3,150.00	NM		
		See MG 29.2										
	2	KVVU	10/23/12-10/23/12	Raising Hope/Ben and Kate	Tue 8p-9p	-Tu-----	:30		\$3,150.00	NM		
	Ⓜ	See MG 29.3										
	3	KVVU	10/23/12-10/23/12	Raising Hope/Ben and Kate	Tue 8p-9p	-Tu-----	:30		\$5,500.00	NM		
	Ⓜ	MG for 29.2 10/23										
<b>Totals</b>											117	\$114,310.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 -10/28/12	98	\$102,620.00	\$87,227.00
10/29/12 -10/29/12	19	\$11,690.00	\$9,936.50
<b>Totals</b>	117	\$114,310.00	\$97,163.50

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

Meredith Broadcasting does not accept advertising sales agreements that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising sales agreement with Meredith Broadcasting, whether verbal or written.



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489570 /	06266607

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
10/23/12 - 10/29/12	OBAMA 4 AMERICA	1537

<u>Advertiser</u>	<u>Original Date / Revision</u>
Obama For America	10/23/12 / 10/23/12

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

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FAX# 610-225-1191  
HARRIS REPORT FROM REP OCT23/12 18.51  
\*\*CHANGES\*\* \*\*\* KVVU-TV \*\*\*

SALES PRSN PH-- TERESA DIFURIA

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
: LINE#	:	:	:	:	:	:	DATE	DATE	:	:	:	: SPTS
AGENCY ADVERTISER CODE =												
AGENCY PRODUCT CODE =												
AGENCY EST# = 1537												
26	S		400P-500P	30		\$100.00	10/27	10/27	0		SAT	0
PROGRAM : NUMB3RS												

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
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53	A		1100P-1200M	30		\$300.00	10/27	10/27	1		SAT	1
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PROGRAM : MASTERCHEF  
 ORD COM1: SPOTS N/A DUE TO SPORTS. SEE MG OFFER. NOT PRE-BOOKED PLS APPROVE.  
 THIS IS A MAKE-GOOD FOR OCT27 ON LINE-26 FOR 1 SPOT/WK  
 THIS IS A MAKE-GOOD FOR OCT27 ON LINE-28 FOR 1 SPOT/WK

54	A		105A-135A	30		\$75.00	10/26	10/26	1		FRI	1
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PROGRAM : EXTRA  
 ORD COM1: SPOTS N/A DUE TO SPORTS. SEE MG OFFER. NOT PRE-BOOKED PLS APPROVE.  
 PART OF A MAKEGOOD MADE UP OF LINES 53-54

28	S		700P-800P	30		\$275.00	10/27	10/27	0		SAT	0
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PROGRAM : TMZ WEEKEND  
 STATION MAKEGOOD OFFERS:  
 M4 OK'D BUY#26 MISSED: SAT/400P-500P OCT27 30S \$100.00 (OCT23/12)  
 BUY#28 SAT/700P-800P OCT27 30S \$275.00  
 OFFER: SAT/1100P-1200M OCT27 30S \$300.00 PLS ADVISE.  
 & FRI/105A-135A OCT26 30S \$75.00  
 CMT: SPOTS N/A DUE TO SPORTS. SEE MG OFFER. NOT PRE-BOOKED PLS APPROVE.

OCT/12 114360.00 NOV/12 \$ .00      CONTRACT TOTAL 114360.00  
 TOTAL SPOTS 117

MARKET TOTALS \$237,400      KVVU 25%      KSNV 29%      KLAS 20%      KTNV 13%      KVMY 9%      KVCW 3%      CABL 0%  
 KTUD 1%

SVC- NSI  
 DEMOS- RA35+\*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME  
 P-CLASS, PLAN, SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS \*-MULTIPLE